FOOTAGE
(Vitaphone)
6708 Feet

RUNNING TIME
75 Minutes

WARNER BROS.
AND
VITAPHONE
REG. TRADE MARK
TALKING PICTURES

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321 WEST 44th STREET — NEW YORK CITY, U. S. A.

BLONDE CRAZY
JAMES CAGNEY
JOAN BLONDELL — GUY KIBBEE

SYNOPSIS

Not for Publication

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Bert Harris, a smiling, quick-witted bell-boy has the urge for easy money. He keeps a book of clippings of all confidence games, has saved several thousand dollars gained by tips and bootlegging for guests, and plans bigger and better business.

Ann Roberts, a girl with a past, but straight as a plumb line, attracts Bert, as all women do, and he gets her a job as linen girl. Rupert Johnson a fat jewelry salesman, is attracted by Ann, who snubs him till a talk with Bert, relative to a game they are working in partner- causes her to play up to him. city.

Bert registers at the best hotel while Ann gets a room in another. In Bert's hotel is a Larceny Lane—a promenade frequented by race track touts, gamblers, tipsters and all sorts of male and female racketeers. One night on the dance floor Bert and Ann meet Dapper Dan Barker and his gorgeous girl, Helen. Their racket is to pass counterfeit $20 bills. Ann mistrusts, partly through jealousy of Helen, but Bert thinks Dan is playing on the square with him. Dan swindles Bert and Ann out of their entire capital and leaves town. Bert decides not to tell Ann.

Bert goes to a jewelry shop, represents himself as secretary to a wealthy man, secures a costly bracelet, sells it to a fence for five thousand dollars, gains courage to face Ann, and, with her goes to New York to find Dan. On the train Ann meets Joe Reynolds, a bond salesman. Bert is jealous but says nothing about it to Ann, as their partnership is for business purposes only. In New York Ann meets Dan in a cafe.

She suspects that Dan has cheated Bert, and the latter finally confesses that she is right. Dan proposes to Ann to join his team, and throw Bert over. Ann reports to Bert, and together they plan to avenge themselves. With the aid of the unscrupulous "Colonel Bellock" Ann and Bert meet, and through Dan's chauffeur take all Dan's dough.

Ann marries the swanky Reynolds and goes abroad. Bert's only actual theft, that of the jewels, is discovered, and he is hounded by cops and finally caught. Ann's marriage proves unhappy and she visits Bert in prison—to say that she will get a divorce and wait for Bert till his term in jail is ended.

PLAY A VITAPHONE SHORT WITH YOUR SHOWING OF "BLONDE CRAZY"

U. S. A.

BLONDIE BLONDELL

"HELLO! Yes this is Joan Blondell, appearing at the_____ Theatre this week with James Cagney in Warner Bros. "Blonde Crazy." I'm a tantalizing blonde and Jimmie is the gentleman who becomes Non Compos Mentis every time he sees one and believe me he sees plenty of them in this picture. The story was written directly for the screen by Kubec Glasmon and John Bright who also authored "Smart Money."

Cut No. 3 Cut 15c Mat 5c

WHO'S WHO

JAMES CAGNEY — Successful in vaudeville and the legitimate. On the screen "Sinners' Holiday," "The Doorway to Hell," "Other Men's Women," "The Millionaire," "The Public Enemy,' "Smart Money" and "Blonde Crazy." Born in New York City.

JOAN BLONDELL — Favorite on stage. On screen in "Sinners' Holiday," "Other Men's Women," "Illicit," "God's Gift to Women," "The Public Enemy," "My Past," "The Reckless Hour," "Night Nurse," and "Blonde Crazy." Born in New York City.

LOUIS CALHERN—Favorite on Broadway stage. On the screen in "Stolen Heaven," "The Road to Singapore" and "Blonde Crazy."

NOEL FRANCIS — On stage and on the screen in "Resurrection," "Bachelor Apartment," "Rough Romance," "Up the River," "Smart Money" and "Blonde Crazy." Born in Temple, Texas.

GUY KIBBEE — Stage favorite. On screen in "Man of the World," "Torch Song," "City Lights,' "Side Show" and "Blonde Crazy." Born in El Paso, Texas.

RAYMOND MILLAND — Handsome young screen actor, seen recently in "Bought" and "Blonde Crazy."

POLLY WALTERS — Prize student Warner Bros.-First National School of Acting, seen on screen in "Smart Money," "Blonde Crazy,' and others. Born in Columbus, Ohio.

ROUTINE STORY

(This story contains all the important facts about "Blonde Crazy." Release to all papers several days before the run.)

James Cagney, who thrilled you not so long ago in "The Public Enemy" comes to the .....Theatre .....next in a very different play, Warner Bros. "Blonde Crazy," also featuring blonde and brittle Joan Blondell. The two began their screen careers together in "Sinners' Holiday" but they are teamed for the first time in "Blonde Crazy."

Cagney, who so cleverly evidenced his genius for comedy in the bit in "The Millionaire" when he played a high-powered insurance salesman—gets a chance to display it royally as the snappy bellhop in "Blonde Crazy." Many of the exciting scenes are laid in the peacock alley of a big hotel, which is a meeting-place for shady ladies and gents of all descriptions who are in the business of making easy money. Bert the bellhop decides to beat them at their own game—and proceeds to do it—with such whirlwind zest that he enlists as a partner in his wise-cracking iniquity, the linen girl, Ann —played as only Joan could play it.

"Blonde Crazy" is by no means all comedy—it has much of the melodramatic—which Cagney handles in his own unique way. An interesting fact lies in the authorship of the piece. Though so different from "The Public Enemy" and "Smart Money"—"Blonde [illegible] Glasmon and John Bright.

The cast includes Louis Calhern, Noel Francis, Guy Kibbee, Raymond Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton. The clever direction is by Roy Del Ruth.

James Cagney presents his seventh talking picture role in "Blonde Crazy." Each portrayal showing a new facet of his talent and he is but twenty-seven years old.

His first part was the roughneck carnival helper in "Sinners' Holiday" in which he caused the moviewise to prophecy a great future for him. He was the kindly railroader in "Other Men's Women;" pal of the gangster in "The Doorway to Hell;" the peppy agent mentioned above in support of George Arliss in "The Millionaire"; a ruthless gangster in "The Public Enemy"; right hand man to the gaming fool in support of Edward G. Robinson in "Smart Money" and now he is the grand and glorious bellhop who cheats the cheaters and pays the price.

Whatever part Cagney plays is exciting—entertaining—dynamic. Don't miss him in "Blonde Crazy," his best to date.

THE CAST

BERT, Bellhop, after easy money — **JAMES CAGNEY**
ANN, Linen girl, Bert's partner — **JOAN BLONDELL**
DAPPER DAN BARKER, ***Nifty sharper*** — **LOUIS CALHERN**
HELEN, ***Dan's light o' love*** — **NOEL FRANCIS**
RUPERT JOHNSON, ***Fat gem salesman*** — **GUY KIBBEE**
REYNOLDS, ***Young bond salesman*** — **RAYMOND MILLAND**
PEGGY, ***Pretty habitue of the Lane*** — **POLLY WALTERS**
FOUR-EYES, ***Spectacled crook*** — **CHARLES LEVINSON**
BELLOCK, ***Unscrupulous double-dealer*** — **WILLIAM BURRESS**
DUTCH, ***Hard as they come*** — **PETER ERKELENZ**
MRS. SNYDER, ***Woman who knows*** — **MAUDE EBURNE**
LEE, ***Shady Individual*** — **WALTER PERCIVAL**
HANK, ***One of the wise boys*** — **NAT PENDLETON**

BLONDE CRAZY

That's James Cagney in his latest Warner Bros. picture which is enjoying a very successful run at the_____Theatre this week. Cagney and Joan Blondell depict a couple of wise-cracking adventurers who are out for all they can get. The amusing situations supplemented by the dynamite lines throughout, makes this one of the smartest comedies of the season.

Cut No. 16 Cut 15c Mat 5c

SUMMARY

The "age of chiselry" passes in review! A fast-stepping bell-hop with a weakness for blondes and a world-wise chambermaid set out to take the world for all it's worth . . . and how they go! Cheating cheaters! Trimming the big shots! Until a T.N.T. climax ends their adventures in a blaze of action and laughs!

TABLE OF CONTENTS

Feature	*Page*
Accessories	12
Billing	5
Biographies	7
Cast	1
Catchlines	11
Exploitation	2, 3
Program Reader Cuts	7
Routine Story	1
Synopsis	1

PUT SOME SNAP IN YOUR

X. PLOITATION

says:

Keep your copy on "Blonde Crazy" peppy and light. Hit hard on it from the comedy angle. Give Cagney everything you've got. He's popular and he's great. "Public Enemy" and "Smart Money" have proven his ability and audience appeal. "Blonde Crazy" will crash him through to the biggest kind of stardom.

Don't play Cagney as a gangster, this time he's a wise-cracking youngster with a yen for blondes, fast living, dangerous adventure and more blondes. Women will go for him in a big way . . . and the men will acclaim him as a boy after their own hearts.

In the supporting cast Joan Blondell stands out like a million dollars. All those short but sweet roles have been leading up to this one. Fans have been asking to see her in a featured part and here's where they get what they want. Cagney and Blondell are all set to become an outstanding box office team. Cash in on them now! And don't forget that title . . . it's the nerts for exploitation.

SPECIAL STORY

To tie-up local interest in the blondes preferred question get the co-operation of a professor of psychology at a near-by college and have him write a special story on the comparative emotional reactions of blondes, brunettes and red-heads. He'll be glad to do it because of the publicity.

If possible you can even have him conduct some sort of test on girls watching a screening of "Blonde Crazy." The stunt is sure-fire for newspaper space-grabbing. Imagine the headline . . . "Local Savant Declares Blondes Sub-normal In Emotional Reactions." It's enough to start a feud in any town. Who can tell?

BEAUTY CONTEST

No doubt there have been plenty of beauty contests staged in your town, but has there ever been a contest exclusively for blondes? Here's your chance to be first with that angle. Announce that in conjunction with your showing of "Blonde Crazy" you will hold a beauty contest on the stage of the theatre to select the loveliest blonde in town. Put on a contest each night of your run and on the last night hold the final selection with all the previous winners competing. Properly exploited, this stunt will mean extra money at the box office and extra publicity for the picture. Work it in co-operation with a local newspaper and success is assured. You can even persuade local merchants to donate the various prizes, in return for which you can use their names in all contest publicity and make a special lobby display of the gifts.

LUX TIE-UP

Lever Bros., manufacturers of Lux Toilet Soap, are featuring many Hollywood stars in their national advertising and window displays. Joan Blondell is prominent among the players whom they exploit. Take advantage of this for your "Blonde Crazy" campaign. The company has a number of live-wire field agents who have done some remarkable work in theatre tie-ups and exploitation. Get in touch with your nearest representative right now. He will help you stage stunts and secure displays which have been successfully conducted in many towns throughout the country. The title of the picture will make this tie-up an easy one to carry through. Copy such as follows might be used:

Blondes Will Find That Lux Toilet Soap Is The Best For Their Complexions.

Joan Blondell in "BLONDE CRAZY" at the Strand Theatre uses Lux Toilet Soap.

Here are the names and addresses of the representatives of Lux Toilet Soap:

Cambridge, Mass.—
164 Broadway,
Att. Mr. J. W. Silley.

New York City—
370 Seventh Avenue
Att. Mr. H. A. Lydlam.

Philadelphia, Pa.—

Chicago, Ill.—
222 North Bank Drive,
Att. Mr. E. W. Sargent.

Kansas City, Mo.—
210 West 8th Street,
Att. Mr. W. R. Kroh.

San Francisco, Cal.—
215 Market Street,
Att. Mr. F. H. Woodill.

Atlanta, Ga.—
313 Bona Allen Bldg.,
Att. Mr. H. A. Chamberlain.

Pittsburgh, Pa.—
708 Peoples Bank Bldg.,
Att. Mr. J. V. Moriarty.

Detroit, Mich.—
622 Book Bldg.,
Att. Mr. H. A. Matchner.

Denver, Colo.—
1708 Sixteenth St.,
Att. Mr. C. P. Fowler.

If there is any further information you might need on this tie-up write to Mr. Hallowell, c/o Lever Bros. Company, Cambridge, Mass.

PUBLICITY STUNT

When the red-heads and the blondes get together there's sure to be something doing. Get them together for your campaign on "Blonde Crazy" and you'll reap a publicity harvest. Announce that on the first night of the picture's run at your theatre every red-headed fellow accompanied by a flaxen haired miss will be admitted free. The combination is a rare one, so you're not likely to find yourself giving away any great number of tickets, but boy, oh [illegible] they'll talk about that offer. It's a natural tie-up for the picture, because Cagney is a carrot top and Miss Blondell is a blonde. You can even frame it so that it looks as though the stars themselves are making the offer of free admission.

If you want to get a crowd in front of your house without making a special announcement, just have a red-headed fellow parade up and down carrying a sign to the effect that he wants to escort a blonde girl to the picture, because he, too, is "Blonde Crazy." Pick out a boy with a sense of humor who will help along the fun by flirting with some of the girls who stop to watch him. You can even hire a young lady to play the part of an onlooker and have him pick her up bodily and carry her into the theatre.

LOBBY DISPLAY

Plaster those new special heads of Cagney all over the place. Get him winking, laughing, loving and smiling. Put plenty of dames around him, remember, he's "Blonde Crazy." Use copy in the frames along the lines of "Jimmy's here!" "Mrs. Cagney's red-headed wonder!", etc. And there's lots of good material in the press sheet ads you can adapt to this purpose.

For a novel outdoor lobby display take a cut-out of Cagney's head from the 24-sheet and put it in the center of a circle of girls' heads which can be made to revolve around him by means of a small motor.

Give your entire display a jazzy, ultra-modern, peppy atmosphere.

COLORTONE EFFECT

[illegible] created especially for

"BLONDE CRAZY"

No. N-106

4x5—Colored positive only	*$2.00*
—Set (positive and negative)	*3.00*
3¼x4—Colored positive only	*1.50*
—Set (positive and negative)	*2.25*

Order by number direct from

NATIONAL STUDIOS, INC.

226 WEST 56th STREET, NEW YORK, N. Y.

Be sure to specify size and send remittance with order, to avoid parcel post and C.O.D. charges.

AD STILLS

Ten specially posed photos, perfect for use in your newspaper ads and lobby frames.

Are you one of the thousands of smart showmen taking advantage of this service?

If not, ask to see a set at the exchange.

SET OF TEN – $1.00

BLONDES MATINEE

The Rialto Theatre on Broadway pulled a stunt that drew a million dollars worth of publicity and gave the impetus for a fine word-of-mouth campaign. In connection with a picture titled "Red Hair" they announced that the first hundred red-head women on line at a specified morning matinee would be admitted gratis. The haired beauties milling about the theatre and a big crowd of onlookers who came to see the fun. Daily newspapers carried pictures as well as stories of the stunt and every girl in town was talking about it for a week afterwards.

You can do the same with "Blonde Crazy." Announce that on the opening performance of the picture's run the first hundred blondes to apply at the box office will receive free admissions. Feature the stunt in your lobby for two or three days before its execution and tip off your local news photographers to be on hand to film the crowd as well as the contestants. Carrying the idea still further, have each of the girls write a ten-word endorsement of "Blonde Crazy" in their own handwriting for use in a lobby frame. You'll find their statements will draw a great deal of attention.

CLEVER THROWAWAY

Here's the copy for a clever throwaway that you can have printed locally:

DR. STRAND
1821 WEST 7TH STREET,
BROOKVILLE, MASS.

Are You A Suffer Of

"BLONDE DEMENTIA"

Four out of five are and you're not the fifth! You've got it alright but do you know what to do about it! There's only one cure—take it before it's too late! It's a national cure for a national ailment—Everybody's taking it—Everybody's loving it—One treatment will alleviate all suffering—

TAKE IT NOW — SEE

"BLONDE CRAZY"

THE LAUGHING, LOVING, THRILL-LOADED RIOT
with JAMES CAGNEY — JOAN BLONDELL
AT THE STRAND

Hire a good-looking blonde girl to give the slips away on the street. To heighten interest in the stunt she can make it a "for men only" proposition, refusing to give the messa[illegible] members of her own sex.

STUNTS ON THIS SNAPPY FILM!

NEWSPAPER CONTEST

Ever since Anita Loos wrote her famous book, the argument as to whether gentlemen prefer blondes has been going on unabated. The title, "Blonde Crazy," gives you the opportunity of cashing in on the interest in this question. Visit the feature editor of your local paper and point out the reader interest possibilities in an essay contest on the "blonde" subject. Any sort of contest that will arouse a controversy is bound to react favorably from the standpoint of circulation. The stunt should be conducted as follows:

1. Newspaper announces that in conjunction with the showing of "Blonde Crazy," readers will be given the opportunity of recording in print their opinions on "Do Gentlemen Really Prefer Blondes?" Essays will be limited to one hundred words. Prizes can be donated by local merchants in return for publicity secured, also about twenty pairs of passes.
2. Theatre should have lobby frame and trailer calling attention to the newspaper contest.
3. Judges should include a representative of the theatre, one from the newspaper and some local celebrity.
4. As an alternative question to "Do Gentlemen Really Prefer Blondes," the essays might be based on "Are Blondes More Affectionate Than Other Types of Girls?"

EMOTION THERMOMETER

This novelty proved a sensation as a stunt for "Night Nurse" and can be repeated here with equally good results because of the subject matter, as well as the title of the picture. It is a special glass thermometer 4 inches in length, glued to a small cardboard with readings such as "passionate," "Warm-heated," "Cold-hearted," etc. The instrument is so delicately constructed that the slightest touch of the hand will send the liquid jumping up the tube. It's no end of fun and it's a novelty that will be taken into the home and passed from person to person.

The novelty may be a bit too expensive to use as a teaser or throwaway, but is excellent if featured as a gift to the first fifty women attending each matinee of "Blonde Crazy."

You can call it an "Emotion Thermometer for Blondes." Feature the gift in your newspaper ads and lobbies as a European Novelty imported especially for your theatre.

Prices including your theatre imprint on the back of the card is five cents. Order from Exploitation Printing Co., 1 West 3rd St., N. Y. City.

ASK TO SEE A COPY OF THE HERALD AT YOUR LOCAL WARNER EXCHANGE

MERCHANT'S TIE-UP

Window display tie-up cards in all stores catering to feminine trade, as well as co-operative newspaper advertising, are naturals for the "Blonde Crazy" campaign. For instance, a clothing store might display a sign reading as follows:

JAMES CAGNEY is "BLONDE CRAZY" in his new picture at the Capitol Theatre. We're "Blonde Crazy" Too! . . . At least we are very proud of the fact that many dresses in our large and varied stock have been especially designed to set off the blonde type of beauty.

Flower shops will find this copy adaptable to their needs:

Are You "Blonde Crazy"? Do You Want To Make A Hit With The Girl Friend? If so, send her one of our special "blonde bouquets" . . . and take her to see "BLONDE CRAZY" with James Cagney, Joan Blondell At the Capitol

This smart card will find a place in any candy store:

Blondes Prefer Gentlemen Who Send Them Our Special Pound Box of Sweetheart Confections. Take care of that little detail and then learn all about blondes from "BLONDE CRAZY" with James Cagney Joan Blondell at the Strand

Similar cards can be made up for beauty parlors, lingerie shops, department stores, drug stores, book stores, gift shops and shoe stores. Each card should of course carry a still from the picture, or if big enough, a selection of stills.

The same copy can be used for co-operative ads. The same dealers who are willing to take part in this stunt, can be solicited to provide the prizes for any contests you may run.

24-SHEET CUT-OUTS

The twenty-four sheet on "Blonde Crazy" is a natural for a cut-out. In fact, it was designed with this idea in mind.

There are two ways of handling this cut-out. One is to use only the head of James Cagney; the other is to make a cut-out of the entire illustration which includes Cagney and Joan Blondell.

If you use only the head of Our Boy Jimmy, put a flasher behind his winking eye. This idea proves exceptionally effective in a dark corner of your lobby or against a black backdrop. Another effective way to use this winking eye cut-out is to utilize the window of an empty store. The window, of course, should be properly bannered, leaving a small peep hole through which the curious might look. The cut-out should be set way back in the store—at least twelve feet. Use the following copy:

Hello, Cutie! It's Jimmy Cagney and I'm "BLONDE CRAZY" Meet Me At The STRAND any day this week.

Another way of making use of this twenty-four sheet is fully described in this exploitation section under LOBBY DISPLAY (Column 1, Page 2).

POPULARITY CONTEST FOR BLONDES

The title "Blonde Crazy" offers you a fine opportunity of conducting a contest to find the most popular blonde in town. Here's the way to put it over.

Announcement of the contest should be made at least one week or ten days prior to your playdate. The contest should begin on the first day of the showing and prizes should be awarded from the stage of your theatre on the last day.

Every ticket purchased during the showing of "Blonde Crazy" entitles the holder to ten votes. The name of his selection should be written at the back of the stub and deposited in your ticket box. This rule can be varied according to conditions. If you tie-up with your local merchants on this contest it will be necessary to give them voting cards which they distribute with each purchase and similar voting cards should be given at your ticket window with every ticket sold.

Merchant tie-up on this voting contest is highly desirable because it not only gives your contest wider distribution and greater publicity, but the stores will also stand their share of the prizes. In this way, the prizes will be worth competing for which should reflect greatly at the box-office. Every merchant tied up with this contest will undoubtedly allow you the use of his window space for publicizing the contest and your show.

Newspaper co-operation is highly desirable.

BANNERS and PENNANTS

A brilliantly colored banner is available on this picture. Copy on the banner includes the title, cast and a snappy catchline. It is printed on strong, durable canvas and guaranteed weather-proof. Size is 20 x 30 inches. Price is 50c each.

James Cagney pennants have also been made up in a variety of colors on felt. Those pennants are fine for alternating with the banner around the marquee. Price of the pennants is $1.50 per dozen.

Order both pennants and banners directly from the manufacturer:

MORRIS LIBERMAN
690 Eighth Avenue
New York City.

BEST *(a word we hate to use)*

EVERYBODY KNOWS WHAT IT MEANS, NO EXPLANATION IS NECESSARY AND IT CONVEYS THE IDEA QUICKLY.

YET WE HESITATE TO USE IT BECAUSE IT HAS BEEN USED SO OFTEN THAT IT IS USUALLY DISCOUNTED.

HOWEVER, AFTER SEEING THE WARNER BROS. TALKING TRAILERS CONSTANTLY OUTSHINE ALL THE OTHERS IN PUNCH, RESULTS AND MERCHANDISING VALUE IN GENERAL, WE ARE FIRMLY CONVINCED THAT THE WARNER TALKING TRAILERS ARE REALLY THE *BEST*.

EVERY WARNER TRAILER IS GIVEN THE SAME CONSIDERATION AS THE FEATURE PICTURE IT ADVERTISES.

GET IT ON "BLONDE CRAZY" AT COST FROM YOUR LOCAL EXCHANGE!

BEAUTY PARLOR CO-OPERATION

We have repeatedly suggested in our press sheets that exhibitors make use of their local beauty parlors as advertising mediums, but never has there been a more natural tie-up than with "Blonde Crazy."

You Don't Have To Be BLONDE CRAZY to have one of our special ..... Treatments. But if you are, there's no better place than (name of store). And there's no better place than the STRAND this week where "BLONDE CRAZY" is playing with James Cagney and Joan Blondell

Use the above copy for a window display. To insure plenty of word-of-mouth advertising by the beauty parlor operators, invite them to the first showing of "Blonde Crazy" and you can bet your boots they'll talk about it for weeks.

PLAY UP SMILIN' JIM CAGNEY IN YOUR LOBBIES

Enlarge stills (Blonde Crazy 1 and 253) running in natural tones. Color background light blue. Coat is deep purple with title in orange. Cast yellow and copy is purple on blue.

Mount stills (Blonde Crazy 12 and 260) with flesh tint over both faces. Color ground of heads dark brown. Title is crimson on a brilliant yellow ground. Copy is green on yellow.

Enlarge still (Blonde Crazy 256) and run in natural tone. Color ground of heads green and suit in purple. Title and copy red on a white ground.

Mount still (Blonde Crazy 12) and color with flesh tint. Color circle in back of head rich blue. Title and copy are in purple on a ground of varying shades of green.

THE SMARTEST OF ALL THE

"BLONDE CRAZY" PROVES GLORIOUS VEHICLE FOR RAPID-FIRE-GENIUS OF WISE-CRACKING JIM AND JOAN

Cagney And Blondell, Co-Featured In Warner Bros. Film, Now At Strand Theatre, Greeted With Loud Acclaim Here

(Review Featuring the Story)

"Blonde Crazy," the Warner Brothers feature picture which opened last night at the .....Theatre, brings to the screen two of the ablest young players in the Hollywood colony, James Cagney and Joan Blondell.

Warner Brothers show wisdom in recognizing the exceptional work this unique pair has been doing in pictures and their first co-featured roles in "Blonde Crazy" prove that they can more than live up to the early promise of their work.

"Blonde Crazy," by Kubec Glasmon and John Bright, those interesting newcomers to the ranks of screen writers, who gave us first "The Public Enemy" and then "Smart Money," is a new type of hoodlum tale, not by any means a gangster story, yet as fascinatingly true to life as those other productions which bore their stamp.

A bell-boy and linen-girl in a big city hotel learn a dozen minor rackets from their associations with transients. It is a new and fertile field and Cagney and Blondell make the interesting story vividly alive by the convincing performances they give. There is always drama material in a hotel setting, but the material that Glasmon and Bright have used here is unusual.

Louis Calhern, who only recently reached Hollywood and pictures, plays Dapper Dan, an unsympathetic role with his customary ease and assurance; Noel Francis is attractive as Dan's flashy lady; Guy Kibbee, Ray Milland, Polly Walters, Charles Levinson, William Burress, Maude Eburne, Walter Percival and Nat Pendleton and others are well chosen for the parts they play.

"Blonde Crazy" was directed by [illegible] turning out another box office attraction that deserves the rating of first class entertainment. The early prediction that Cagney would go far in screen roles is emphasized in this picture and Miss Blondell adds to her large following.

"Blonde Crazy" is excellently photographed. It's a picture you'll rave about.

Joan Blondell Tries Her Hand At Cooking When Cook Is Away

Favorite Southern Dishes Of Star Featured With Jim Cagney In "Blonde Crazy" At Strand

(For Woman's Page)

Southern Cornmeal Recipes

"It is from the South, where corn breads and cakes and pones are justly famous, that I have gathered together these receipes," says Miss Blondell. "Far from being an occasional dish, cornmeal in some form is served in a number of homes in the South almost every day. And it is small wonder, considering what delightful breads and batters can be made, if properly mixed and baked.

"Some cooks use hominy with the cornmeal. An old Southern darkey of ante-bellum traditions makes a delicious cornbread with these ingredients:

One cup of white cornmeal, one cup of boiled hominy, three eggs, one large lump of butter, one pinch of salt, a large pinch of sugar, a pinch of baking powder and cold milk. Add the cornmeal and the milk last, alternately, using enough milk until it drops off the spoon in a thick batter-like mush. Mix it well, bake it and serve immediately.

"It is characteristic of them to use 'pinches' instead of half-teaspoons and teaspoons. But for those of us who are not born cooks and require more precise measurements, here is another recipe:

"Scald two cups of milk and stir in two cups of cornmeal. Add two tablespoons of butter. When it is cool, add three well-beaten eggs, one teaspoon of baking powder, and one-half teaspoon of salt. Bake in a quick oven.

For Corn Bread or Muffins

"Cream a large tablespoon of butter in two tablespoons of sugar. Add the well-beaten yolks of two eggs, and one cup of milk. Then add one cup of corn meal and one cup of flour sifted with two and one-half teaspoons of baking powder and one-half teaspoon of salt. Lastly fold in the whites of two eggs stiffly beaten. Pour into a well-greased and floured pan and bake in a moderate oven until well done.

"Egg batter bread is an excellent breakfast or supper dish. Served on a cold night with plenty of butter and jam, stewed fruits, and hot cocoa or a hot cereal beverage, you will find it a good enough supper menu to repeat often.

Egg Batter Bread

"Stir one-half pint white cornmeal in one pint of boiling water. After stirring briskly over the fire for one minute, remove and add two tablespoons of butter and one-half teaspoon of salt. Beat thoroughly and when cool add four eggs well beaten. Beat the mixture again, add one cup of cold milk, and give one more thorough beating. Turn into a buttered dish and bake for 25 minutes."

Roy Del Ruth Directs Jim Cagney In "Blonde Crazy"

(Advance Reader)

Roy Del Ruth, voted as one of the ten best directors for 1929 and 1930 by the Film Daily National Poll, directed James Cagney and Joan Blondell in "Blonde Crazy," the Warner Bros. production which comes to the ..... Theatre ..... next. Previous to taking up direction Mr. Del Ruth was a newspaper reporter and sketch artist. He later was a scenarist. It was he who directed the phenomenally successful "Gold Diggers of Broadway."

"Blonde Crazy" With Cagney And Blondell Is A Wow

(Advance Reader)

Bellhops and linen girls are not so rare, but the sort that James Cagney and Joan Blondell respectively present in "Blonde Crazy," the Warner Bros. drama which comes to the ..... Theatre ..... next, are as scarce as hen's teeth and ten times more amusing. The scene of their combined operation is the peacock alley of a big town hotel which is frequented by confidence men and women of all kinds—humbuggers that Jim and Joan humbug on their own. Roy Del Ruth directed.

Blondes! BLONDES! *BLONDES!*

Big ones — Small ones— Fat ones— Tall ones! Peroxide Platinum Drug - Store or Natural!

The blonder they come— the harder he falls!

He's cur-a-a-zy over Blondes!

Blonde Crazy

with

JAMES CAGNEY
JOAN BLONDELL

JIMMY and JOAN—a T.N.T. love team loaded with laughs!

He's red-headed—hot and ready to burn!

She's a blonde bundle of wit playing with fire—and there's Noel Francis and Ray Milland. . . .

It's a red-hot riot by the famous authors of "Smart Money."

STATE

A WARNER BROS. & VITAPHONE PICTURE

Cut No. 12 Cut 60c Mat 15c

"Give 'Em My Opinion Mrs. Cagney!"

James Cagney who will be seen at the ..... Theatre ..... next in "Blonde Crazy," the Warner Bros. picture in which he is co-featured with Joan Blondell, has won an enviable place in public favor, and put himself in the high-salaried class of Hollywoodites—which brings us to the point that red-headed Jimmie is not a provident person and has been dead broke more times than he can count.

For this reason he has turned over to his pretty and practical wife the management of the family finances, the answering of phone calls, and the meeting of the horde of salesmen and lion-hunters which always hound the path of the successful.

In short, whether consciously or not, he follows the example of Mr. Bagnet, the Dickens character, who, when asked his view on some matter, invariably replied: "Give 'em my opinion, Mrs. Bagnet!" The likeness goes only this far, however, for Mr. Cagney has very decided opinions on a thousand and one subjects, and knows how to express them.

Sidewalks of New York Were Jimmie's Stamping Ground

(Advance Reader)

James Cagney, who will be seen at the ..... Theatre ..... next in "Blonde Crazy," the Warner Bros. production, was born and brought up in a crowded section on the East Side of New York. Ambitious always, he used his spare time in various ways which helped the family income as well as himself. He is co-featured in "Blonde Crazy," with Joan Blondell, [illegible] playing [illegible] chambermaid. They become partners in cheating the cheaters who make the peacock alley of the hotel their meeting place. The play is riotously up-to-the-minute and is a radical departure from Cagney's other roles.

YOU WILL SEE A NEW JAMES CAGNEY IN "BLONDE CRAZY"

(Advance Reader)

Maybe you think of Jim Cagney as a gangster pure and simple because his performance in "The Public Enemy" was so forceful and unforgettable. Do you remember his bit in "The Millionaire" with Arliss, when he made the insurance agent so amusing and vital? Have you forgotten the sympathetic railroader in "Other Men's Women" or the craven lad in "Sinners' Holiday" who pleads with Ma Delano not to leave him when he is on the spot. All these were Jim Cagney, and his character in "Blonde Crazy," the Warner Bros. production which comes to the .....Theatre .....next, is altogether another Jim Cagney. He is a wise-cracking bellhop who watches the tricks of the tricksters who hang about the peacock alley of the hotel, and then decides to fleece them at their own game—and does so, amazingly, gaily. Joan Blondell is co-featured with Cagney as a chambermaid—his partner in four-flushing. You will rave about the latest characterization of J. C.

AS CAGNEY CLIMBS

STAGE

"Pitter Patter"
"Outside Looking In"
"Maggie the Magnificent"
"Beggars of Life"
"Penny Arcade"
(Also in Vaudeville)

SCREEN

"Sinners' Holiday"
"Other Men's Women"
"Doorway to Hell"
"Millionaire"
"Public Enemy"
"Smart Money"
"Blonde Crazy"

James Cagney comes to the ..... Theatre ..... next in "Blonde Crazy," Warner Bros. Film in which he is co-featured with Joan Blondell.

HITS BY GLASMON AND BRIGHT!

JIMMY AND JOAN

Step right up and meet Mrs. Cagney's red headed wonder, Jimmie and Mrs. Blondell's precocious Joan. They both may be seen at the .....Theatre this week in Warner Bros. "Blonde Crazy." Cagney in a new type of role is a positive riot while Joan Blondell, his wise-cracking running mate adds much to the charm as well as the action of the story. Others in the cast include Noel Francis, Guy Kibbee and Louis Calhern. Roy del Ruth directed.

Cut No. 4 Cut 30c Mat 10c

CAGNEY AND BLONDELL WIN HONORS IN WHIRLWIND SEQUENCES OF EASY MONEY MODERN FILM "BLONDE CRAZY"

Riotous Applause Follows Screen Favorites Through Thrilling Scenes Of Warner Bros. Picture, Now At The Strand Theatre

(Review Featuring the Cast)

There is an occasional picture so startling in its novelty and so well played by its various characters that it stands out in memory like a cameo. Such a picture is "Blonde Crazy," which opened last night at the .....Theatre.

Those who raved over the performance given by James Cagney in "The Public Enemy" and who predicted his rapid elevation to stardom will rejoice in "Blonde Crazy" for in this ultra-modern and scintillating story he gives another sterling performance, this time as a bellhop in a hotel who gets into the "quick money" class, with all sorts of adventures befalling him en route.

Ably aiding Cagney in the story is the pert and saucy Joan Blondell, of "Night Nurse" fame, who gives what is probably her best role to date, which is very good indeed.

These two youngsters, who were co-featured in several New York plays, including "Penny Arcade," went to Hollywood together to play in the screen version of this show, called "Sinners' Holiday." That was only a little more than a year ago. Today both young people are scheduled for important things in Hollywood, and deservedly so.

Their performance in "Blonde Crazy" is satisfying and refreshing. Both prove themselves to be adept in characterization and in every phase of screen acting. The word "marvelous" often over-used in screen reviews, can well be used in connection with both Mr. Cagney and Miss Blondell this time, and the reviewer promptly forgiven, for the public agrees.

"Blonde Crazy" is by Kubec Glasmon and John Bright, authors of "The Public Enemy," and it was ably directed by Roy Del Ruth. It is the story of a big city hotel, frequented by big time and small time crooks. Into this atmosphere the ambitious bellboy and the linen girl are tossed, and the result is a story of absorbing interest throughout.

An able cast supports the featured players, including in its long list the names of Louis Calhern, Noel Francis, Polly Walters, Raymond Milland, Guy Kibbee, William Burress and many others. It is a Warner Bros. picture.

"Blonde Crazy" is fast-moving, up-to-the-minute entertainment. Don't miss it.

Cagney And Blondell Here Tomorrow In "Blonde Crazy"

(Advance—Plant 1 Day Before)

Tomorrow is the date set by Manager ..... of the ..... Theatre for the opening of "Blonde Crazy," the Warner Bros. production featuring James Cagney and Joan Blondell.

These two snappy young folks were together in their last stage venture, and also in their first screen appearance, "Sinners' Holiday." "Blonde Crazy" is the first picture to co-feature them.

As bellhop and linen girl in a big city hotel the merry duo go into the business of humbugging humbuggers, with a speed and enthusiasm, which makes the film one of the most entertaining of the season.

Young Cagney's starward flight has been sure and swift. His work in "The Public Enemy"—which was written by Kubec Glasmon and John Bright, who also wrote "Blonde Crazy"—made him favorably known wherever pictures are known. His part in the coming film is a marked departure from the gangster type—a wisecracking kid, out to get quick money from the folks whose business is making quick money.

Joan Blondell is delightfully roughneck in her role as partner to the high-stepping bellhop. Others in the cast are Louis Calhern, Noel Francis, Guy Kibbee, Raymond Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival, Nat Pendleton and over one thousnd extras. Roy Del Ruth directed.

Cagney's 7th Picture Is His Biggest Bet Yet

(Advance Reader)

James Cagney, who will be seen ..... next at the ..... Theatre in "Blonde Crazy," a Warner Bros. production, has been fortunate in the pictures in which he has been presented.

His first was "Sinners' Holiday" in which he was an amusement park employee, cocky and sullen till he is caught in the toils of the gang and then craven as he pleads with his mother to protect him.

In "Other Men's Women," he is realistic to the last degree as a rough but kindly railroader. In "The Millionaire" he makes much of a comedy moment when he appears as a young and delightfully brazen insurance agent.

In "The Public Enemy" he terrifically portrays a heartless gangster. In "Smart Money" he is the right hand man for the king of gamblers, and in "The Doorway to Hell" he is again a member of the gangs.

His seventh and most unusual picture shows him as a bellhop in a hotel which is frequented by sharpers of both sexes. He decides to beat the tricksters at their own game, and does so, in a way to make you thrill and laugh—and marvel at the gift of this youth who is not yet twenty-seven. Joan Blondell is co-featured. Roy Del Ruth directed.

"Blonde Crazy" Filmed In Sight Of Fortune In Gems

(Advance Reader)

The most exclusive jewelry store of Los Angeles was used as location for one of the exciting scenes of "Blonde Crazy," the Warner Bros. production co-featuring James Cagney and Joan Blondell, and coming to the ..... Theatre ..... next. The two young favorites play the roles of bellboy and linen girl in a swanky hotel frequented by four flushers, whom the two manage to fleece, at their own game. "Blonde Crazy" is the work of Glasmon and Bright who did "The Public Enemy" and "Smart Money." Roy Del Ruth directed.

Blondes Run Riot In Aptly Named Drama "Blonde Crazy"

Jim Cagney And Joan Blondell Are Co-Featured In First National Rapid-Fire Hit At Strand

"Blonde Crazy," the Warner Bros. picture, featuring James Cagney and Joan Blondell, and now at the .....Theatre — is dominated by the ladies that gentlemen are said to prefer.

Joan Blondell, the globe-trotting charmer of stage and screen, is in her element as Ann the linen girl who — even though he claims she does not—catches the fancy of Bert the Bell-hop. It is this infatuation for her that changes the course of her life. Through him she enters the doubtful business of trying to cheat cheaters. She, through him, meets the swanky bond salesman, whom she marries and divorces. And it is for Joan's sake that Bert the Bell-hop makes his one actual theft —for which he suffers in the end.

Another gorgeous blonde in "Blonde Crazy" is Noel Francis, formerly of the Follies. She it is who is the light o' love of Dapper Dan Barker, and, his aid in depriving Bert of the money he thinks is sure pickin's.

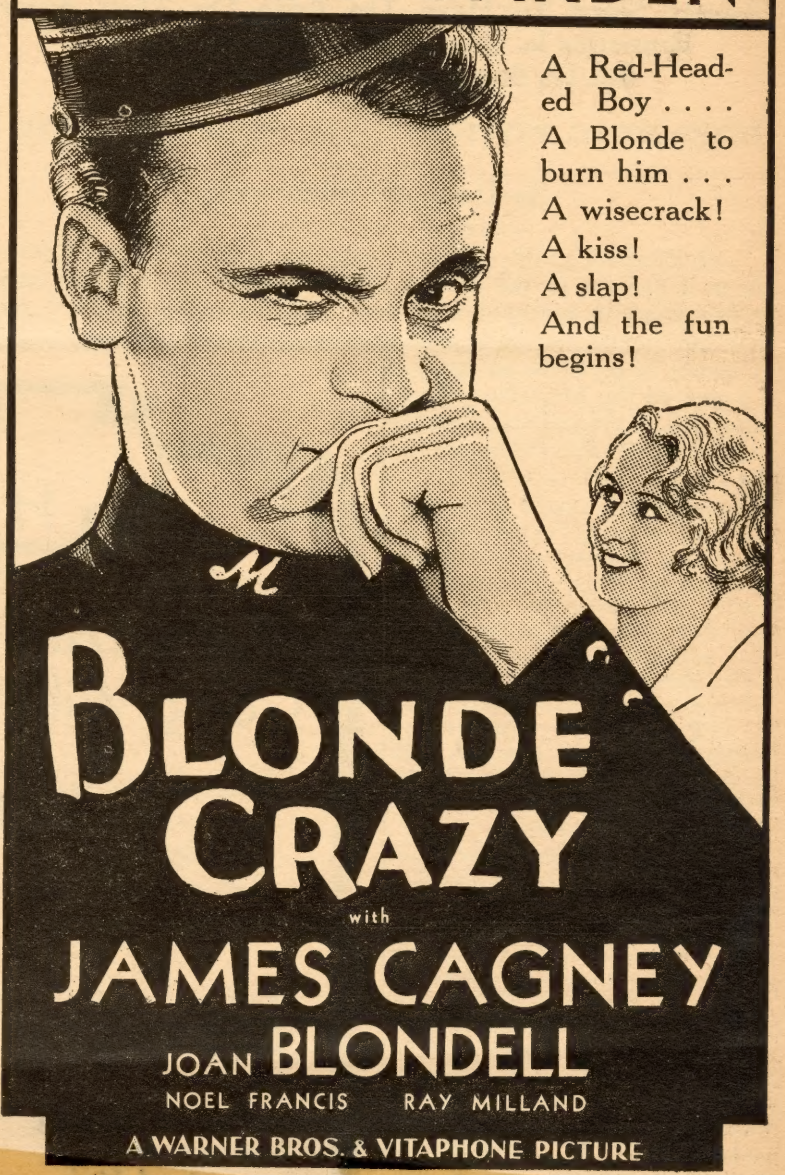
In the Peacock Alley of the hotel where four-flushers of all sorts promenade, waiting for a chance to make easy money, many other blonde ladies disport themselves. Among these is pretty Polly Walters, star pupil of the Warner Bros.-First National School for Acting, in Burbank, California.

"It is rather interesting" says Cagney "who has a liking for biography," how many of the ladies who led the big boys by the nose, were towheads. Where there was one Cleopatra, there were twenty Du Barrys. As for me, I married a brunette and have had no reason to regret it. Which doesn't mean that I am blind to the fascination of ladies like the one who steered Bert the Bell-hop onto the rocks!"

Others in the cast of "Blonde Crazy" are Louis Calhern, Guy Kibbee, Raymond Milland, Charles Levinson, William Burress, Maude Eburne, Walter Percival and Nat Pendleton. The authors are Kubec Glasmon and John Bright, who wrote "The Public Enemy" and "Smart Money." Roy Del Ruth directed.

Joan Blondell and James Cagney are a team unlike any other that ever flashed across the screen. They are gay, tantalizing, peppy, smart, and might be described by any one of fifty adjectives that denote the up-to-the-minute. You'll rave over them in the whirlwind known as "Blonde Crazy."

WINTER GARDEN



Cut No. 8 Cut 40c Mat 10c

OFFICIAL BILLING

Warner Bros. Pictures, Inc. & The Vitaphone Corporation	5%
presents	
"BLONDE CRAZY"	100%
with	
JAMES CAGNEY	75%
Joan Blondell	50%
Noel Francis	25%
Ray Milland	5%
Story by Kubec Glasmon and John Bright	5%
Directed by Roy Del Ruth	20%
A Warner Bros. & Vitaphone Production	40%

CAPITOL *offers the Fastest, Funniest, Most Entertaining Show In Town!*

Blonde Crazy

with our boy

JAMES CAGNEY

JOAN BLONDELL

A WARNER BROS. AND VITAPHONE COMEDY HIT

Cut No. 18 Cut 40c Mat 10c

PLAY UP CAGNEY! HE'S DESTINED

BLONDELL, FEATURED WITH CAGNEY IN "BLONDE CRAZY," IS ANOTHER PROOF THAT THE TALKIES PREFER BLONDES

Blondes Seem To Have The Edge On Their Sister Brunettes In Outstanding Roles On Screen, But Do Statistics Prove Myth True?

INTERESTING PSYCHOLOGICAL TESTS PRESENTED

By Desmond Fitzpatrick

(Feature for Sunday Paper)

Hollywood, Calif.—Blondes seem to have the edge on their sister brunettes in the matter of getting the outstanding and stellar roles in pictures nowadays. Studio executives tell me that the blonde has ten chances of rising in pictures as against the one of the brunette. They offer no explanations, resting content with the statement of the fact.

A few questions asked of the casting directors were unrewarded by any special illumination on the subject. Blondes do not photograph any better than brunettes. Nor have they more allure. Brunettes in fact more perfectly suggest mystery and sophistication. But for the average American comedy-drama, whether set in a Park Avenue apartment, a Western prairie, or a model 1931 speakeasy, blondes, according to the Hollywood standards, give more verisimilitude to the scene.

If the average reader were requested to give his or her explanation, it is not inadmissible to say that the answer would be that the average man likes the blonde because she is supposed to be more giddy, less serious than her brunette sister. But psychological experimentation does not bear out this statement. While there is such a thing as a blonde trait, a good percentage of brunettes possesses the trait. And vice versa. The blonde is supposed to be positive, dynamic, driving, and the brunette introspective, neurotic, [illegible]. The blonde is aggressive, it is said, domineering, impatient, changeable, and variety-loving, while the brunette is supposedly static, conservative, cautious, thoughtful, serious, plodding.

What Tests Show

For a psychological test case of opposite characteristics of these two types, one hundred and eighty seven blondes and the same number of brunettes were recently examined at a Western university. The examiners were ninety-four intelligent, educated persons who were asked to pass independent judgment on the three hundred and seventy four young women. It was found that the average percentage of blondes rated as having blonde traits was sixty four. But here came the strange twist in calculations. Sixty-one per cent of the brunettes were adjudged to possess the so-called blonde traits.

Of the three hundred and seventy four, eighty per cent of both blondes and brunettes were active. And eighty-five per cent of both types were hopeful. Only twenty-seven per cent of blondes, but at the same, only thirty-one per cent, or less than one-third, of the brunettes were found to have the brunette trait of being a plodding type.

An examination of the stars and featured players at the Warner Bros. studios at Burbank, reveals that few are brunette. Dolores Costello, who breaks a two-year retirement by her return to the screen in "Expensive Women", is blonde as can be, with golden hair and grey-blue eyes.

A decided blonde type, too, is Barbara Stanwyck, whose hair is auburn though her eyes are dark.

Dolores is the retiring blonde type, and Barbara the aggressive blonde type. Marian Marsh, the new seventeen year old leading lady chosen by John Barrymore for "Svengali" and "The Mad Genius" comes somewhere between these two extremes. She can be one and she can be the other, at will. Miss Marsh boasts blond hair and grey dancing eyes. The same combination features the beauty of Joan Blondell, who has an important part in "The Public Enemy," in which James Cagney stepped to the limelight through his racketeer characterizations and in "Blonde Crazy" in which the two are co-featured.

Constance Bennett, now a Warner Bros. star, is an extreme blonde; so is Marilyn Miller, now in Hollywood to make over a period of a year the first of a group of three pictures. Miss Bennett will be the star of "Bought!" based on the novel "Jackdaws Strut."

Lil Dagover, called "the darling of the continent," is brunette. Now a First National star, she is scheduled to reach these littorals, to star in "The Captain's Daughter," from the Carla Don Jenssen novel of danger-skirting espionage. She is tall, dignified, and sophisticated.

Who Sees Red?

Winnie Lightner, you need not be told, has a thatch of flaming hair, so she falls into neither classification. She is at this writing rehearsing for a new comedy called "Side Show" in which she will have the laugh-bringing but grave-of-mien comedian, Charles Butterworth. In the cast will be Evalyn Knapp, a pronounced blonde type, who appeared in support of Edward G. Robinson in "Smart Money". Miss Knapp is at present winning added reputation through her work in the George Arliss film, "The Millionaire."

Bebe Daniels, who has just returned from a spring vacation in New York City, is blonde, with brown eyebrows and hazel eyes.

Dorothy Mackaill, who recently appeared at the First National lot in the starring part of "The Reckless Hour," is English, blonde-haired, and hazel eyed. Ona Munson is brunette, with brown hair and light blue eyes. Bernice Claire, seen recently in "Kiss Me Again," from the Victor Herbert "Mlle. Modiste" operetta, is of course brunette. She has dark brown hair and blue eyes.

The foregoing remarks, and the illustrations of actresses, blonde for the most part, who are making their marks in pictures, do not mean that brunettes have no chance. Ability will tell, the type notwithstanding. There are all kinds of roles in pictures, and both blondes and brunettes are needed. And it invariably is a rule that in a picture where a blonde is in the ascendant, she is given the benefits, though brunettes might say the disadvantages, of a sharp black-and-white contrast with a brunette type.

Appearing with Joan Blondell and James Cagney in "Blonde Crazy" which comes to the ..... Theatre ..... next, are Louis Calhern, Noel Francis, Guy Kibbee, Raymond Milson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton. "Blonde Crazy" was written by Kubec Glasmon and John Bright who did "The Public Enemy" and "Smart Money." Roy Del Ruth directed.

Joan Shipped To Australia With Show In Cattle Boat

(Advance Reader)

Joan Blondell, who will be seen with James Cagney in "Blonde Crazy," the Warner Bros. production which comes to the ..... Theatre ..... next—at one time in her globe-trotting career shipped in a cattle boat to Australia with her father's theatrical troupe—which included her mother, a brother and a sister and was known as the "Katzenjammer Kid Revue." She enjoyed success in the legitimate on Broadway before entering pictures.

Jim Cagney's Clever Wife Manages Family Budget

(Advance Reader)

Jimmie Cagney, who comes to the ..... Theatre ..... next in "Blonde Crazy," the Warner Bros. production, can produce the shekels—but alas, cannot keep them, all of which might be a sad story but for the fact that Mrs. J. C. is one of the cleverest little ladies in existence when it comes to managing the finances, pacifying lion hunters and steering salesmen back down the hill toward Los Angeles. Mrs. Cagney is a home-maker—and lets Jimmie have the glory — and welcome to it.

Cut No. 13 Cut 60c Mat 15c

Polly Walters Says That Economies Are Not Pets But Pests

(Biography, Aug. 1, 1931)

Pretty Polly Walters, who plays the part of Peggy in "Blonde Crazy," the Warner Bros. picture featuring James Cagney and Joan Blondell, now at the ..... Theatre, was born and educated in Columbus, Ohio.

Her early ambition was to become a dancer, and she attended dancing school as well as studying voice and piano. It is by a daily routine of dancing, Miss Walters says, that she keeps fit, though at eighteen—she was born Jan. 15, 1913—ladies do not need to worry about keeping svelte.

The sports which she most enjoys are skating, golf, tennis, horseback riding and swimming. She is a prize pupil of the Warner Bros.-First National School for Acting, under the direction of Ivan Simpson.

Polly Walters is five feet three inches in height, weighs one hundred and eight pounds and has brown eyes and blonde hair. She is of French-English descent.

Cagney Credits Keen Memory To Sidewalks Of His Own New York

(Advance—Plant 2 Days Before)

James Cagney's mind, photographic in its capacity for remembering things once read or seen, has increased Joan Blondell's wardrobe by a dozen pair of silk hose.

Roy Del Ruth, who directed Cagney and Joan in the new Warner Bros. picture, "Blonde Crazy," which comes to the ..... Theatre ..... next, realized shortly after the picture started that not once during the course of the picture did Cagney hesitate on a line of dialogue or miss a word or a cue. Mr. Del Ruth commented on this to Miss Blondell.

Joan and Cagney were co-featured in the Broadway production of "Penny Arcade," and this led to their being signed by Warners. Joan, therefore, is quite familiar with Cagney's remarkable memory.

She made a wager with the director. A box of hosiery was staked against a new hat that Cagney, without hesitation, would go through one of their scenes from "Penny Arcade" if she gave him the cue. To prepare for the test Joan that night re-memorized her part of the scene and returned to the studio the next day prepared for the test.

She waited until just after she and Cagney had finished one of their scenes for "Blonde Crazy" and, while the cameras were still turning for the post-scene test, she gave Cagney the "Penny Arcade" line. Instantly he replied, and they played the scene through exactly as they had done almost two years ago. Mr. Del Ruth, naturally skeptical, checked the lines from a script with which Joan had provided him.

Cagney, when he learned of the bet, disclaimed any credit for his feat.

"When I was a kid on New York's East Side I had to keep my wits about me," he explained. "Children raised in that neighborhood have to be on the job to keep ahead of the pack. Anybody's mind would be keen if sharpened by such an upbringing."

Others in the cast of "Blonde Crazy" are Louis Calhern, Noel Francis, Guy Kibbee, Raymond Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton. The story is by Kubec Glasmon and John Bright, who also did "The Public Enemy" and "Smart Money," in both of which Mr. Cagney was prominent.

James Cagney Coming In His Most Dynamic Hit

(Advance Reader)

James Cagney proves that there is more than one way of being dynamic in "Blonde Crazy," the Warner Bros. production which comes to the ..... Theatre ..... next. He shows in quite another way than in "The Public Enemy" how to get what one wants without being too gunnish about it. Red-headed Jimmie plays the part of a wise-cracking bellhop in a big city hotel. In the promenade—a rendezvous for shysters of all sorts and both sexes, Jimmie learns how to fleece the folks whose business is fleecing. Joan Blondell, as a chambermaid, acts as his partner in duplicity and the result is an immensely dazzling display of the peculiar gifts of Cagney and Blondell. You'll rave about "Blonde Crazy."

SEE PAGES 2 AND 3 FOR SNAPPY EXPLOITATION STUNTS

FOR TREMENDOUS ACCLAIM:

JOAN BLONDELL--A SILHOUETTE

(Personality Story about Joan Blondell, featured with James Cagney in "Blonde Crazy," Warner Bros. production now at ..... Theatre. Use for Sunday Feature In No. 1 Paper)

JOAN BLONDELL
Cut No. 1
Cut 15c Mat 5c

She is comparatively new to the screen, but already is known as the hottest little dynamo in that torrid little town of Hollywood. She scored as the breezy sister of Dorothy Mackaill in "Office Wife," then she played comedy roles in other films. Before these were out of the projection room at the Warner Studios, production officials tossed their hats in the air in honor of Joan Blondell and trotted out the well-known contract for her to sign.

She is new to the screen but not to the stage. She was reared in a property trunk for a cradle. At the age of four months her father carried her on the stage of the Globe Theatre as the daughter of Peggy Astaire in "The Greatest Love." Since then she has been on the stage for all of the twenty odd years of her interesting life, just taking out time for school. Her favorite stage role is Etta in George Kelly's play, "Maggie the Magnificent."

TANK TOWNS IN CHINA

She has played tank towns in China with repertory companies split weeks in Australia, one-night stands in Germany. She has been a circus hand, a clerk in a New York department store for the shortest period anyone ever held a job—fifteen minutes—and now she is on the road to stardom in the movies.

Amazing publicity stories come out of Hollywood about its people, some of them apologetic in their rashness and others just plain brazen. Because of this one hesitates to present the fact that Joan Blondell is a direct descendant of a merry minstrel dubbed David Blondell who was one of the original troubadors that Richard the Lion-Hearted took with him on crusades to sing gay and entertaining ballads, [illegible] plays, and the "Franky and Johnny [illegible]."

But getting back to the present century, Joan Blondell was born in New York City in 1909. She attended the College of Industrial Arts where she was prominent on the swimming team. She wanted to get school all washed up in a hurry and start work, so she threw caution to the winds and shipped to Australia on a cattle boat with a theatrical troupe.

BROADWAY STAGE

She played repertory all over the globe, then toured the United States with a repertory company. Then she returned to New York and secured a role in the stage play, "The Trial of Mary Dugan." After that came "Maggie the Magnificent" and "Penny Arcade." Then came her opportunity for the movies. Her earliest ambition connected with the screen was to play opposite Frank Fay—and that ambition was realized when the picture, "God's Gift to Women," went into production, for there she was playing opposite Frank Fay! Her favorite role to date is in "Night Nurse," with Barbara [illegible].

Her present ambition is to be a celluloid combination of Ruth Chatterton and Helen Hayes. Her favorites of the screen are Ruth Chatterton, John Barrymore, George Arliss, Richard Barthelmess and James Cagney; and of the stage, Helen Hayes and Leslie Howard. Her favorite playwright is George Kelly, and George Gershwin is her favorite composer.

She prefers the screen to the stage, declaring, "There is more money in the movies. Not that money is everything—no, indeedy!" In reply to the question, if you left the stage or screen what sort of a position would you seek, she replies, "I'd love to be secretary to Al Capone."

She prefers to live in Hollywood because it is near her work. "Otherwise," she says, "I would prefer to live in Hollywood." She prefers to buy her clothes in New York because she knows "lots of special shops."

She does nothing in particular to keep fit. She likes to take long walks and she enjoys swimming. She likes to watch a good football game. Her favorite diet is skimmed milk and baked potatoes—for three days. Her favorite dish for a gastronomic spree is chop suey. She doesn't bother much with beauty formulas, but washes her teeth with peroxide and water once a week, and uses the Amos 'n' Andy brand of toothpaste between times. Her pet economy is to shampoo and dress her hair herself.

She finds enjoyment and relaxation in reading good books. Her favorite novel is "I If Were King," by Justin Huntley McCarthy. She likes the poems of John V. A. Weaver, and the prose of Bernard Shaw and Ernest Hemingway.

She dislikes beets, diets, bridge, getting sand in her fingernails, gentlemanly mashers and ritzy people. She is in favor of domesticity and declares it is very nice to go to a "real home" after a day's work at the studio. She is five feet four inches tall, weighs 115 pounds, has grey eyes and blonde hair.

Among her recent pictures are "Other Men's Women," "Illicit," "My Past," "Sinners' Holiday," "God's Gift to Women," "The Reckless Hour," "Night Nurse" and "Blonde Crazy."

Joan Blondell is co-featured with James Cagney in "Blonde Crazy," the Warner Bros. production now at the ..... Theatre.

"Hello Hun-n-e-y!"

He's a bell-hop in a Fast hotel and has a key to every room!

BLONDE CRAZY

with JAMES CAGNEY

sensational young star of "Smart Money" and JOAN BLONDELL

more vivacious than ever in a role of wit and wisdom

NOEL FRANCIS
RAY MILLAND

PALACE

A WARNER BROS. & VITAPHONE HIT

Cut No. 15 Cut 20c Mat 5c

Jimmy's here!

He's just a red-headed guy to the rest of the town, but a hero to a bevy of blondes.

Blonde Crazy

with JAMES CAGNEY

JOAN BLONDELL

NOEL FRANCIS

Guy Kibbee

As smart as "Smart Money," and by the same authors. More laughs! More real thrills! More powerful drama!

A Warner Bros. & Vitaphone Hit

REXY

Cut No. 7 Cut 40c Mat 10c

CAGNEY COMES INTO HIS OWN

BY ONE WHO KNOWS HIM

(Biography, August 1, 1931)

JAMES CAGNEY
Cut No. 20
Cut 15c Mat 5c

James, second of Ma Cagney's five children, was born with a the will to win, and that is why, at the age of twenty-seven, he is acclaimed as one of the most dynamic figures of the talking screen.

He was not born with the silver spoon, for all the while he was getting his schooling he was helping his family by one means and another. At fourteen he was an office boy on the *New York Sun*—then a bundle wrapper at Wanamakers—a custodian in one of the branch libraries of his native New York. His graduation from Stuyvesant High School was followed by his matriculation at Columbia University.

THE CAGNEY CIRCUIT

Family resources reached rock bottom about this time, and the ambitious youth was forced to leave part time work, art aspirations and the higher education to help feed seven mouths. His soft-shoe dancing, learned for the fun of it, came to the rescue and he got his first theatrical job in the chorus of the musical comedy, "Pitter, Patter." He was later given a specialty dance. When the show closed he went into vaudeville, doing a Jewish impersonation. For five years he toured the tank towns in what he called the "Cagney Circuit."

He was then given the role of a roughneck in Maxwell Anderson's "Outside Looking In," which brought him to Broadway. After another fling at vaudeville, Big Time Vaudeville, this time, he appeared with Mary Boland in the successful play, "Women Go On Forever." The next year he staged the Grand Street Follies, played a prominent part, and remained with the organization for two seasons.

HIS BIG BREAK

His really big chance came in 1929 when he secured a part in George Kelly's "Maggie the Magnificent." He scored in the role as did Joan Blondell, and the two clever youths were signed for the next season in "Penny Arcade." Warner Bros. bought the play, and Cagney and Blondell went to Hollywood. The picture emerged as "Sinners' Holiday," and Ma Cagney's Jimmie was launched on his career as a screen artist.

His fame has steadily increased with "Doorway to Hell," "Other Men's Women," "The Millionaire," "The Public Enemy," "Smart Money" and "Blonde Crazy." He likes both stage and screen. His interests lie not only in acting but in the kindred arts. He sketches well, and at present is learning to play the piano. He works daily in the gym—plays ball, boxes, punches the bag, swims and plays tennis. He likes sailing a boat better than motoring.

James Cagney of Broadway and Hollywood, is not noted for thrift. He has been broke many times, but is never disturbed by it, trusting to the luck and pluck of the Irish. He has red hair and brown eyes and weighs one hundred and fifty-five pounds. He was born in New York City, July 17, 1904.

No actor of the day has a more promising future. Cagney has come into his own.

James Cagney is now at the ..... Theatre, co-featured with Joan Blondell in Warner Bros. "Blonde Crazy."

Kibbee From El Paso Plays Gem Salesman In "Blonde Crazy"

(Biography, Aug. 1, 1931)

Guy Kibbee, who appears with James Cagney and Joan Blondell in "Blonde Crazy," the Warner Bros. picture now at the ..... Theatre, was born in El Paso, Texas, on March 6, 1886. When sixteen years of age he was property man with a theatrical company. The absence of the juvenile lead at one performance gave him his chance and he went on as an actor in a play called "The Convict's Daughter."

Since then he has been on the stage, playing in stock and road shows. New York critics rated his performance in "Torch Song" as the finest of the year. He also was a success as "The Old Soak" and appeared in "That's Gratitude" in Los Angeles.

His first pictures were "Man of the World" and "City Streets." He also did the screen version of "Torch Song," then appeared with Winnie Lightner in "Side Show" and now is in "Blonde Crazy."

Joan Blondell Here In "Blonde Crazy" With Jim Cagney

(Biographical Feature, Aug. 1, 1931)

Joan Blondell, who is co-featured with James Cagney in "Blonde Crazy," the Warner Bros. production now at the ..... Theatre, is the favorite daughter of Eddie Blondell known all over the world as "The Katzenjammer Kid." Joan's mother, brother and sister still appear in her father's vaudeville act.

When but a few months old, Joan was carried on in the act with her family and for the first twelve years of her life, traveled all over the world with them. She celebrated her twelfth birthday in Sydney, Australia, and remained in the country for six years, during which time she developed into a very able singing and dancing comedienne.

After returning to America, she left her family to join a stock company in Dallas, Texas, remaining there for several months. She then went to New York to appear in "Tarnish" at the Provincetown Theatre. This was followed by a season in the Follies. She then was seen in "The Trial of Mary Dugan," "My Girl Friday," "Maggie the Magnificent," "Sporting Blood" and "Penny Arcade."

While playing in the latter production, she was signed by Warner Bros. to enact the same role in the screen version, which was released as "Sinners' Holiday." Following this, she appeared in "Office Wife," "Other Men's Women," "Illicit," "My Past," "The Reckless Hour," "Night Nurse," "God's Gift to Women," "The Public Enemy," and "Blonde Crazy."

Joan Blondell was born in New York City on August 30, 1909. She is five feet, four inches tall, weighs one hundred and eighteen pounds and has ash-blonde hair and gray eyes.

Blonde Noel Francis Plays Snappy Role In "Blonde Crazy"

(Biography, Aug. 1, 1931)

Noel Francis, who appears in "Blonde Crazy," the Warner Bros. picture now at the ..... Theatre, was educated in the Dallas schools and the Southern Methodist University. Her desire to be an actress and a singer carried her to New York.

She was dancing in a cafe when Florenz Ziegfeld offered her a job in the "Follies." Her first part was as Katie Bean in the stage production of "Rio Rita."

While on a hunt for screen talent, Fox signed her up and brought her to Hollywood as a potential singer and dancer for the screen. Just about this time, singing pictures were ruled out, and Noel held to her contract for almost a year without being assigned anything to do. She finally managed to get out of it and got a part at Universal in "Resurrection."

Then RKO secured her to play with Lowell Sherman in "Bachelor Apartment." She also appeared in Fox Movietone Talkies for 1930, "Rough Romance" and "Up the River."

Her striking blonde beauty attracted the attention of Warner Bros. with the result that she was given first part opposite Edward G. Robinson in "Smart Money" and in "Blonde Crazy."

Miss Francis is five feet, five inches tall, weighs one hundred and fifteen pounds, has blue eyes and blonde hair. Miss Francis was born in Temple, Texas.

Joan Goes To Hospital For Training Not Treatment

(Current Reader)

Joan Blondell, co-featured with James Cagney in "Blonde Crazy," the Warner Bros. picture now at the ..... Theatre, spent several days in a famous Hollywood hotel, frequented by movie stars, in order to learn the ins and outs of a linen girl's work—which is the part she plays in the exciting easy-money drama.

GENTLEMEN PREFER BLONDELL!

CAGNEY AND HIS BETTER HALF LEAVE HOLLYWOOD FOR LONELY CABIN BUILT HIGH IN THE CALIFORNIA MOUNTAINS

Brilliant Young Actor, Man Of Many Moods And Enthusiams, Does Finest Work in Warner Bros. "Blonde Crazy," Which Comes To Strand ..... Next

By Carlisle Jones

(*Human Interest Story—Plant in Sunday Paper*)

James Cagney, one of the most forceful screen actors of the day, who will be seen at the ..... Theatre ..... next in "Blonde Crazy," the Warner Bros. production—when interviewed, was making feverish preparations for a seven-day vacation between pictures, during which he planned to take his wife and himself to a cabin in the mountains above Los Angeles.

"We used to do it in New York," Jimmie explained. "We had a shack over in Jersey. I built most of it myself. There's nothing like getting away from all the razzle dazzle—I mean to go to the country some day—not only for a vacation—but for good."

By some odd quirk of Jimmie Cagney's Irish nature, though born in the midst of the turmoil of New York, he detests the blast of whistles, the honks of autos and all the clamor that arises from what we call civilization. "I don't love my home town any the less, because I love the country more," he says. Cagney is a thoughtful youth. He is not altogether satisfied with the world, his world, or the world in general.

The Thinker

Maybe it is his everlasting habit of trying to puzzle things out that gives him the lean and hungry look, like Cassius, and creates the impression that he is rather a dangerous individual, which he is not. That red noodle of his is seething with ideas which might not pass as tenets of any of the grand old parties, but which after all, are not so far from the Golden Rule.

His desire for escape from things as they are—to the world of trees and sky, where one can cogitate on things as they ought to be is the more remarkable, when one considers the fact that the Hollywood home of the likable Cagneys, is a favorite gathering place for congenial, if argumentative souls, who share with the young actor, a dislike for bridge and a liking for good talk.

In these friendly, quarrelsome powwows, the sharp staccatto of the voice of the creator of hoodlum roles in "Public Enemy," "Smart Money," "Blonde Crazy" and the rest, disappears. He speaks rapidly and with eagerness but so softly that one must be on the alert to catch all he says. The more tense the discussion the softer his voice is.

Wife Watches Cash

For reasons of his own he does not drink, nor smoke either, for that matter, except when certain roles in pictures require him to do the latter. At the art of swearing he is a past master—a connoisseur—as adept as Mark Twain himself. J. C. is a man of heights and depths, of lights and shadows, all of which is the prerogative of his nationality. Provident he is not, and never expects to be. He has been dead broke in the old days—one may talk of the old days at twenty-seven—more times than he can count. The unobtrusive Mrs. James Cagney now comes to the rescue. Family finances are in her charge, and therefore, in excellent condition.

Co-featured with James Cagney in "Blonde Crazy" is Joan Blondell. Others in the cast are Louis Calhern, Noel Francis, Guy Kibbee, Raymond Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton.

Redhead And Towhead Play Double-Header Here

(*Current Reader*)

Red-headed Jim Cagney and tow-headed Joan Blondell are again together on the screen, being co-featured in "Blonde Crazy," the Warner Bros. production now at the ..... Theatre. Both are New Yorkers, both troupers and both wise-cracking 1932 model youngsters. They played together in their last stage performance in "Penny Arcade," and when it was made into "Sinners' Holiday," they were associated in the cast. "Blonde Crazy" is the first picture to team them at the head of a cast. They play the parts of a bellhop and a linen girl, out together on the still-hunt for easy money. It's a wow.

Cagney Roster Has Actor, Ad Man And Two Doctors

(*Advance Reader*)

James Cagney, who is co-featured with Joan Blondell, in "Blonde Crazy," the Warner Bros. production which comes to the ..... Theatre ..... next, has two brothers who are physicians and one who is an advertising manager. James worked his way through Stuyvesant High School in his native New York and to Columbia University. Family financial troubles caused him to get a job, and he secured a job dancing in a musical play. He was soon given a specialty dance. Vaudeville and stage successes followed. He then began the screen career which has given him his wide and enviable reputation.

Cagney Pounds The Ivories As Sideline

James Cagney, who will be seen at the ..... Theatre ..... next in "Blonde Crazy," the Warner Bros. production in which he is co-featured with Joan Blondell, is one of the most famous of all the "hard" men of the screen. Proof of his ability as an actor lies in the fact that off the screen he is anything but that type of human being.

Boxing has been one of his favorite pastimes until the last few months when he has seriously taken up the study of the piano, meaning to keep on until he can play the fine things in a fine way, so he says. Though Jimmie is noted for the variety and force of his many enthusiasms, he is also famous for not beginning things which he cannot finish.

"Blonde Crazy" is his best picture to date. The cast includes Louis Calhern, Noel Francis, Guy Kibbee, Ray Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Walter Percival and Nat Pendleton. The story is by Kubec Glasmon and John Bright. Roy Del Ruth directed.

Cut No. 11 Cut 60c Mat 15c

Grand Hotel Didoes Cut By "Blonde Crazy" Duo

(*Current Reader*)

The peacock alley of a big city hotel, provides the quick-fire action background for the story of "Blonde Crazy" Warner Bros. picture now playing at the ..... Theatre. The featured roles are played by James Cagney, of "Public Enemy" fame, and Joan Blondell of "Illicit." William Wellman directed.

Pretty Polly Adagios To Tune Of Broken Bones

(*Current Reader*)

Polly Walters, who plays an important role in the Warner Bros. picture "Blonde Crazy" at the ..... Theatre, was formerly an adagio dancer, and during her dancing career was four times sent to the hospital with broken bones. James Cagney and Joan Blondell are featured in "Blonde Crazy," a breathless drama of tricking tricksters.

Cheaters Deftly Cheated In Droll "Blonde Crazy"

(*Current Reader*)

"Blonde Crazy" is the title of James Cagney's first semi-comedy role. The adventures of a bell-boy and a linen girl in cheating cheaters provide the story of "Blonde Crazy," the Warner Bros. picture now playing at the .....Theatre, with James Cagney and Joan Blondell in the featured roles.

James Cagney Glorifies The American Bellhop

(*Current Reader*)

The bellhop—or hotel bellboy—is immortalized by James Cagney in his latest Warner Bros. picture, "Blonde Crazy," now playing at the ..... Theatre. Cagney plays the role of a wisecracking tricker of tricksters. William Wellman directed.

Cagney Thinks Bellhops Are In Need Of Sympathy

(*Advance Reader*)

James Cagney, co-featured with Joan Blondell in "Blonde Crazy," the Warner Bros. production which comes to the ..... Theatre ..... next, while preparing for his role of bellhop, frequented the lobby [illegible] ternized with the boys "on the bench" and observed them as they went about their duties. His conclusion is that the job of bellhopping is one of the hardest in the world. "Those lads are on their feet ten hours a day," he says, "and each one I watched carried at least eight tons of hand luggage and twelve tons of cracked ice and ginger ale!" The sort of bellhop Cagney plays is the wise-cracking, get-rich-quick variety—with not too much emphasis on the way the riches is obtained. Joan Blondell is a linen girl, partners in the same game.

Over One Thousand Extras Support In Gay "Blonde Crazy"

(*Current—Plant 2nd Day*)

Hollywood's multitude of extras had a stroke of luck when Warner Brothers called for more than a thousand minor players in "Blonde Crazy" now at the ..... Theatre.

Five hundred were used in two sets alone in this whirlwind modern comedy-drama in which James Cagney and Joan Blondell are featured.

One of these sets presents a section of Coney Island, in which three hundred extras were used for crowd atmosphere, concession attendants and carousel passengers. On the following day two hundred extra players were called for a lavish hotel setting, presenting the promenade, lobby and dining room of a large metropolitan hotel.

An unusual setting provides the background of "Blonde Crazy," the story of which is laid in the Peacock Alley of a famous gathering place for men and women of the sporting world.

The cast of the fast-moving modern comedy-drama includes Louis Calhern, Noel Francis, Guy Kibbee, Raymond Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton. The story is by Kubec Glasmon and John Bright who did "The Public Enemy." Roy Del Ruth directed.

—GIVE HER A BIG HAND!

Fates Team Cagney And Blondell On Stage And In Film "Blonde Crazy"

(Current—Plant 5th Day)

"Blonde Crazy," the Warner Bros. production now at the ..... Theatre, co-features James Cagney and Joan Blondell, who made their screen debut in "Sinners' Holiday," screen version of "Penny Arcade" in which they both appeared on Broadway.

These two young favorites of picture audiences everywhere are New Yorkers, though Joan has spent many years of her life abroad, traveling in the company of her father, who is known as the "Katzenjammer Kid."

Jimmy and Joan are seen in the wise-cracking, bewildering sequences of "Blonde Crazy" as bellhop and linen girl in a big city hotel, partners in the brittle business of humbugging humbuggers.

Others in the cast are Louis Calhern, Noel Francis, Guy Kibbee, Ray Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton. The unique story is by Kubec Glasmon and John Bright. Roy Del Ruth directed.

"Blonde Crazy" Director Cruises To Alaska

(Current Reader)

Roy Del Ruth, the director who was responsible for "Blonde Crazy," the Warner Bros. picture now at the ..... Theatre, is an enthusiastic yachtsman and owns one of the finest small pleasure boats on the Pacific Coast. Del Ruth has made a number of long cruises in this craft, including a trip to Alaska where he did some research work for the government. James Cagney and Joan Blondell are co-featured in this modern story, in which they play an easy-money-getting team, as bellhop and linen girl in a big city hotel.

"Blonde Crazy" Hero Is He Who Gets Slapped

(Current Reader)

In "Blonde Crazy," the Warner Bros. picture now playing at the ..... Theatre, there is a scene in which Joan Blondell is called on to slap James Cagney. When the scene was made Roy Del Ruth, the director, told the two players that he would let the cameras keep grinding, and that they were to do the same scene several times without stopping. They started, and Cagney was slapped so often that even he, used to taking 'em on the chin—began to get dizzy. He finally noticed that the crew and cast were laughing and realized that it had been planned to see how much punishment he would take.

Glasmon-Bright Again Dip Into The Devil's Album

(Advance Reader)

Kubec Glasmon and John Bright, authors of "Blonde Crazy," the Warner Bros. production co-featuring James Cagney and Joan Blondell—also within the last year did those two extremely successful plays — "The Public Enemy" and "Smart Money," in both of which Cagney appeared. Glasmon and Bright, ex-newspaperman and ex-druggist, have for years clipped and pasted in scrap books all the stories of crime and craftiness that could be found in the newspapers. They get material for their work by referring to the books which are huge and number over a dozen. "Blonde Crazy" portrays the exciting adventures of a bellhop and a chambermaid—in the difficult business of cheating cheaters.

GORGEOUS PEACOCK ALLEY USED IN "BLONDE CRAZY," CONSTRUCTED BY ARMY OF EXPERIENCED CRAFTSMEN

Interesting Story Of The Building Of The Huge Set For The Warner Bros. Picture Co-Featuring James Cagney and Joan Blondell, Coming To Strand

(Feature—Plant in No. 2 Paper)

During the production conference preceding the making of "Blonde Crazy," the Warner Bros. production co-featuring James Cagney and Joan Blondell, coming to the ..... Theatre ..... next, director Del Roy announced that the main set must be three hundred feet long, half as wide, and not too modern—this to be but part of a big hotel, which must be completely furnished.

"Blonde Crazy," story by Kubec Glasmon and John Bright, authors of "The Public Enemy" and "Smart Money" is written about the "Peacock Alley" or promenade of a big city hotel, where confidence men and women and others who stay just within or just without the law, congregate to hatch plots.

Mr. Del Ruth wanted to show, in one moving shot, the men and women along this lane as they discussed the previous night's events, and laid schemes for the future. For this reason he specified that the hotel corridor or gallery should be at least as long as a city block.

When the location department attempted to find such a hotel spot, only one was discovered in Los Angeles—the Gallerie in the Los Angeles Biltmore hotel.

It was then found out that the Gallerie would be available for picture-making only between the hours of one in the morning and daybreak.

The next problem was the lighting of this huge space for picture purposes.

Lighting Effects

Frank Murphy, veteran electrical specialist of Warner Bros. spelled the doom of the plan to use the Biltmore Hotel in one sentence. "Even with an extra large crew, it will take four hours to rig the place for lights, and two hours to clear it." That left no time at all for picture making, so the Biltmore idea was discarded.

Hartley, of the art department of the studios was next called in, and Del Ruth roughly sketched on a scrap of paper, the set that he wanted built.

The lobby of the hotel must be half as wide as it is long. Directly adjacent to it there must be a main dining room, with orchestra stand and dance floor.

There was no stage at Warner Bros.-First National Studios in Burbank large enough to hold such a set. So Hartley went to the Warner Studios on Sunset Boulevard and found that by tearing out partitions between stages 2 and 3, he could create the desired set.

The Blue Prints

Twelve draftsmen next started on their labors, making designs, and as fast as these were officially approved of crews of workmen began building the set, working in three eight-hour shifts, seven days a week, to complete it in time for the picture schedule.

Three weeks from the day the set was ordered, the first scenes were made in them, more than five hundred extra people being used in addition to the feature players, James Cagney, Joan Blondell and other members of the cast.

The set was one of the largest and most costly every built by Warner Bros. Thousands of feet of lumber were used in its construction, and more than four hundred thirty workmen had a hand in its erection.

More than three thousand pieces of costly glass were used in the construction of eight mirrors for the lobby walls.

Twenty five huge pillars of artificial marble were constructed for the set—artificial marble photographing more like the original than real marble does.

Electric chandeliers were transported on trucks, with the costly glass hanging from overhead cranes, and installed on the set.

Eight ten-ton trucks were required to transport the furniture used to furnish the "hotel" and the rugs and carpets used would completely carpet twenty ordinary dwellings.

A hardwood dance floor was laid in the dining room, and the construction of the orchestra stand alone cost $1500.

A complete row of telephone booths were installed, equipped with practical telephones so that conversations might be recorded directly.

Fifty-five electricians operated five hundred and seventy three lights on the set, ranging from sun arcs to tiny spots.

Enter The Players

Thirty make-up men, and fifteen hairdressers were necessary to prepare the hundreds of extras for the scenes. There were forced to start work at five in the morning in order to be ready for the photographing at nine.

A crew of seven property men, armed with carpet sweepers, were kept busy between scenes, picking up the lint and dust from the tramp of many feet.

Fourteen bellboys rushed ice water to the hotel "patrons", and one of these bellboys was paid a salary running into four figures for each week's work.

He, of course, was James Cagney, the leading man in the picture and the most expensive "bellhop" in hotel history. Beside Cagney and Miss Blondell the cast includes Louis Calhern, Noel Francis, Guy Kibbee, Ray Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton.

you wanted JAMES CAGNEY in a big way. Here he is in one of the biggest pictures of the year!

Blonde Crazy

with JOAN BLONDELL

the preferred-est blonde of Jimmy's whole bevy—wiser, wittier and more vivacious!

Noel Francis
Ray Milland
Guy Kibbee

A WARNER BROS. & VITAPHONE PICTURE

CIRCLE

Cut No. 6 Cut 20c Mat 5c

"Blonde Crazy" Player Has Hit In "Torch Song"

(Current Reader)

Guy Kibbee, the sensation of the New York show, "The Torch Song," plays one of his most amusing characterizations in "Blonde Crazy," now at the ..... Theatre.

FOLLOW THE BLONDE LINE

WARNERS STATE

"With your looks and my brains, we could burn up the town, Blondie!"

"Say this town's hot enough for us already!"

Red-headed Jimmie! Blondie Blondell! In a story by the authors of "Smart Money." Hot? It's sizzling!

BLONDE CRAZY

with JAMES CAGNEY

as the bell-hop who gives more tips than he takes. And

JOAN BLONDELL

as a chambermaid who changes her linens to silk.

Noel Francis — Guy Kibbee
Ray Milland — Lou's Calhern

A WARNER BROS. & VITAPHONE HIT

Cut No. 10 Cut 40c Mat 10c

CAGNEY AS SEEN BY "BLONDE CRAZY" DIRECTOR

Roy Del Ruth, who directed "Blonde Crazy," the Warner Bros. production in which James Cagney is featured, says that "snap" is the word that best describes Cagney's growing popularity.

"Cagney is as modern as next week's Atlantic flight" says Del Ruth, "as fresh as the first draft out of a new keg. The last thing I want to do is to be too extravagant in my praise, but everyone welcomes a new type— and Cagney is a new type. Other favorite two -fisters of the screen have ususally lacked youth. Here comes a youngster to bid for the honors. Probably Jimmie should be a middleweight boxer. But he's not. He's a mighty sweet actor. Watch him go."

Co-featured with James Cagney in "Blonde Crazy" is Joan Blondell. Others in the cast are Louis Calhern, Noel Francis, Guy Kibbee, Ray Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton. Story is by Kubec Glasmon and John Bright.

SOCK HOME THAT TITLE! IT'S A

He'd Walk a Mile For a BLONDE ...and Back Again For Another!

Blondes, Blondes, BLONDES! Intoxicating! Maddening! They go to his head! They go to his heart! He's

BLONDE CRAZY

with JAMES CAGNEY

who gave you a thrill in "Smart Money"—but wait till you see him with

JOAN BLONDELL

blonde bundle of joy — more witty, more vivacious than ever!

Noel Francis Guy Kibbee

STRAND

A WARNER BROS. & VITAPHONE HIT

Cut No. 9 Cut 40c Mat 10c

Milland's Good Looks No Longer Ban Him As Heavy

(Current Reader)

Raymond Milland, one of the heavies in "Blonde Crazy," now playing at the ..... Theatre, is called by many the best looking actor in Hollywood, but with the present vogue for "tough"-looking heroes, Milland is playing unsympathetic roles and playing them well. James Cagney and Joan Blondell are featured in this fast and furious story of modern city life, in which cheaters are cheated. It's a Warner picture.

TOLEDO, TOO IS GOING

BLONDE CRAZY

with

JAMES CAGNEY
JOAN BLONDELL

Cut No. 19 Cut 20c Mat 5c

Phi Alpha Beta Girls Laud Art Of Cagney

(Advance Reader)

James Cagney, co-featured with Joan Blondell in "Blonde Crazy," the Warner Bros. production which comes to the ..... Theatre ..... next, recently received a letter from the secretary of the Phi Alpha Beta Sorority, apprising him of the fact that a vote of all their chapters revealed him as their outstanding screen favorite. The young player at once acknowledged the compliment and sent the signed photo for which they had asked. "Blonde Crazy" gives Mr. Cagney his finest vehicle.

Chicago Lads Do Three Film Hits In One Year

(Current Reader)

John Bright and Kubec Glasman, Chicago boys who crashed Hollywood with their classic of gangland "The Public Enemy" and the gaming epic "Smart Money," have written a new picture, not a gang story this time. It is called "Blonde Crazy," co-features James Cagney and Joan Blondell and is directed by William Wellman. This stirring picture of big city life is now at the ..... Theatre.

"BLONDE CRAZY" AUTHORS, RECRUITED FROM APOTHECARY SHOP AND PRESS ROOM, DO THREE BIG HITS IN YEAR

Director Of Warner Bro. Production Featuring James Cagney and Joan Blondell, Coming to Strand Theatre ..... Next, Tells How Two Untrained Writers Succeeded In Conquering Technical Field

By Roy Del Ruth

(Interesting Feature for Sunday Papers)

The development of a motion picture story is a complicated process, according to Kubec Glasmon and John Bright, who should know, being in the last year the creators of three tremendous screen hits—"The Public Enemy," "Smart Money," and "Blonde Crazy." One of these amazing writers was a former newspaperman, the other an ex-druggist.

When they came to Hollywood they discovered that while the story is the foundation of the entire motion picture structure, it in turn is a structure involving so many inter-related departments, and sub-departments, that bewilderment is the invariable first reaction of the lay visitor of the studios.

By way of illustration—from two hundred to two hundred and fifty persons contribute some share of work to the average eight reel motion picture feature. When an author, with his pen, gives employment to that number, he becomes a definite factor in the economic scheme. His is a responsible task.

What's In A Name

It is for this reason that trained writers, and trained writers only get a chance, or a hearing, in Hollywood. Producers long ago gave up the hope of developing untried and unproved creators for their scenario departments.

Because screen writing is a complicated art, and one that requires specialized knowledge of many widely varied contributory factors, it is, as an ordinary thing, done in collaboration. That script which is the work of one person from start to finish is, indeed, unique.

This explains why the main titles of most pictures contain more names than a small town phone book. Who is not familiar with that protracted recital *"Noon lunch—From the play (or novel) 'Noon Lunch—Screen adaptation by Fred Widener and Ruth Narrow—Dialogue by William Handsprings and Dime Silver—Added Dialogue by A. Arthur Rackback?"* And of that mention is omitted of the fact that probably the director, the star, and six or seven other writers contributed either words or ideas to the manuscript before it finally was filmed.

It is the practice of most Hollywood studio executives and by executives we mean the men who dangle all the little strings and twist them into that ultimate cord, the picture to invite as many people of constructive minds and talents to the preparation of a story as is possible under the pressure of a pre-determined release date. This making the rounds cannot go on indefinitely, of course. Since time is an element that must be reckoned.

Round-Robin Begins

The round-robin of authorship begins, quite naturally with the writer who has presented the original idea. He thinks of a character or situation, which grows in his mind by the addition of other situations and other characters until it has woven a lucid story pattern. This he puts down on paper, either writing it himself or dictating it to a stenographer, whereupon he has what Hollywood calls a "story". Often this story is written on a single page in a paragraph or two. The following anecdote is illustrative.

A well-known film writer went into the office of a better-known motion picture producer. "I have a great story," he ejaculated. "Do you want to hear it?" "I'd rather read it," answered the producer. "If it is a story as good as you seem to think, it can be written on a postcard. If not, don't bother with it."

If the basic idea is good enough its development is ordered. This work may be assigned either to the man who conceived the idea, or turned over to a treatment specialist. Many creators of original and unique plot situations are unable to go into the patient and arduous details of complete development. Such work requires painstaking effort and long application.

The First Script

The adapter, devotes anywhere from three weeks to three months to the preparation of the first script. He considers it almost solely from the standpoint of the camera as he builds, twists and retraces his way through the plot theme. Only those scenes which can be put over pictorially have value in scenario work. That lesson Hollywood finally has learned after considerable experience with talking films that failed to move either on the screen or on the market.

After the adapter has finished his treatment the story stars its relay. Other adapters get a try at it. It may finally arrive in every office in the writing department. Suggestions are accumulated at every stop, and improvements inevitably result. The end of the road is reached when the producer sitting as judge, and custodian of the purse strings, feels confident that the story will be a profitable investment.

In these times of talking pictures, the script is but half complete when its pictorial story has been told, scene by scene and sequence by sequence. Dialogue must be added, and this requires the services of other experts. Playwrights have proved best in this field.

The completion of the script does not mean that the writing is finished. Several successful producers operate upon the theory that a story is never completed until the edited film, each reel intact, has been sent to the laboratory for final printing.

Glasmon and Bright Win

Because Hollywood has learned by experience to avoid as a general rule, the services of the untrained writer, Glasmon and Bright are unique. Up until a few months ago Chicago was their home. Up until a few months ago their writing experience consisted solely of collaboration on a book gruesomely titled "Beer and Blood".

Warner Brothers bought this property from its publisher, acquiring it while the projected volume still was in proof form. In the deal of purchase Glasmon and Bright were placed under contract to come to Hollywood. Their services were not sought as scenarists. Warners wanted the added information they could give toward developing the book into a screen play. But once in Hollywood Glasmon and Bright were not content to sit back as advisory specialists. They themselves set out as scenarists and the script for "The Public Enemy" features James Cagney was the result. Since that sensational work—and it was a sensation—together they have turned out two other screen plays, finished down to the fade-out line. One, "Smart Money" stars Edward G. Robinson. The other is "Blonde Crazy" which co-features James Cagney and Joan Blondell. "The Public Enemy" was one of the best pictures of the season. "Smart Money" is as big a hit and "Larceny Lane" outdistances both.

How They Do It

The reason for the Glasmon-Bright success lies partly in their background and training. Glasmon is a quiet studious man with an insatiable hunger for facts. Of late years he has been interested in the problem of crime—not the theory of it, but the undeniable fact of its existence and growing menace. It has been his habit to clip from newspapers and paste in scrap books all items, dealing with crime, which appeal to him as unique. Today his unique crime record fills a dozen or more large volumes. From this comes the material.

Bright, prior to his work on "Beer and Blood" (which was an expose of gangster ways) was a Chicago newspaperman, trained to observe keenly and to write his observations tersely and with an eye to dramatic values. It is a fact, generally recognized in Hollywood, that nine out of ten screen writers have had newspaper training sometime during their career. The two crafts—screen writing and news reporting—seem to go hand in hand. In any event Glasmon and Bright have achieved the impossible. Their success is the exception—and the only exception to date—to prove Hollywood's adamant rule that only the trained writer can hope for success in the studios.

Others beside James Cagney and Joan Blondell in the cast of "Blonde Crazy" are Louis Calhern, Noel Francis, Guy Kibbee, Ray Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton.

CIRCLE

He knows his blondes!

If his eyes deceive him his lips can tell —*They satisfy!*

He's

Blonde Crazy

with

JAMES CAGNEY

red-headed, hot and ready to burn!

JOAN BLONDELL

Noel Francis
Guy Kibbee

A Warner Bros. & Vitaphone Hit

Cut No. 14 Cut 20c Mat 5c

Joan Blondell Makes Fine Art Out Of Linen Toting

Joan Blondell who is co-featured with James Cagney, in "Blonde Crazy," the Warner Bros. production now at the ..... Theatre, plays the part of what was known in ancient parlance as chamber maid, but is now dignified by the title of linen girl.

The linen girl and the bell hop of "Larceny Lane" go into the business of easy-money-getting and prove the possibilities of such a team in lifting the ordinary into the realm of imagination. Miss Blondell and Mr. Cagney made their screen debut together in "Sinners' Holiday" and this is the first picture to co-feature thim.

Others in the cast of "Larceny Lane" are Louis Calhern, Noel Francis, Guy Kibbee, Ray Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Walter Percival and Nat Pendleton. The story is by Kubec Glasmon and John Bright. Roy Del Ruth directed.

ONEY FOR THE BOX-OFFICE!

CAGNEY FILLS OUT A QUESTIONNAIRE:-

Real Name? James Cagney
Screen Name? Ditto
Height? Five feet nine
Weight? 155 pounds
Color hair? Red
Eyes? Brown
Birthplace? New York City
Birthday? July 17, 1904
Educated? Columbia University
Earliest ambition? To be an artist of the brush.
Why did you go on the stage? Needed a job.
What was your first stage play? Maxwell Anderson's "Outside Looking In"
How did you get the part? By having red hair
What was your favorite stage role? Elmer Reid in George Kelly's "Maggie the Magnificent"
Do you prefer screen to stage? Both equally interesting
What are your pet aversions? Early morning calls, silly questions and aggressive dumbbells.
How do you keep fit? Work in gym, box, play ball, punch the bag, dance, play the piano.
What do you think of married life? Swell.
What is your present ambition. To retire to the backwoods permanently.

James Cagney is now at the .....Theatre in Warner Bros. "Blonde Crazy," co-featured with Joan Blondell.

Lo, The Poor Chambermaid Trips Into Film Fame

(Current Reader)

The lowly chambermaid comes into her own at last. She's called a linen girl, it's true, as riotously portrayed by Joan Blondell in the fast and furious Warner Bros. picture, "..." now at the ....ellman d... tel. It was a stroke of luck to the James Cagney has a featured role as the amazing bellboy hero of the picture.

army of extra people in Hollywood when the producers called for over one thousand of them.

Blondell Of "Blonde Crazy" Favors Gershwin Music

(Current Reader)

Joan Blondell, the blonde beauty featured with James Cagney in "Blonde Crazy," the Warner Bros. production now at the ..... Theatre, likes best the compositions of George Gershwin. She says the "Rhapsody in Blue" sounds to her just like this particular period of the twentieth century sounds. Joan, who is herself typical of the age, has won her popularity in slangy and hard-hitting roles, which at the same time show humanity. "Sinners' Holiday" was her first picture. Others are "Other Men's Women," "Illicit," "My Past," "God's Gift to Women," "The Reckless Hour" and "Night Nurse."

Stage Hoodoo Brings Joan Screen Luck

(Current Reader)

Joan Blondell, featured with James Cagney in "Blonde Crazy," the Warner Bros. production now at the ..... Theatre, includes among her most valued possessions that sort of round-top trunk which is nicknamed the camel-back, and usually banned by stage folk as a bringer of bad luck. Miss Blondell, who traveled all over the world with her father in his act "The Katzenjammer Kid," is assured that the camel-back brings her good fortune. Something has brought it, for Miss Blondell is steadily growing in popular favor. She plays the part of a wise-cracking linen girl in "Blonde Crazy," while Cagney is cast as a peppy bellhop, with a yen to get-rich-quick by cheating cheaters.

Helping Unemployed

"Blonde Crazy," the Warner Bros. production co-featuring James Cagney and Joan Blondell, now at the ..... Theatre, presents a number of gorgeous sequences in the glittering promenade of a big city

Cagney Dodges Danger Of Becoming Gangster Type By "Blonde Crazy"

(Current—Plant 4th Day)

James Cagney, who is co-featured with Joan Blondell in "Blonde Crazy," the Warner Bros. production now at the ..... Theatre—after his tremendous success in "The Public Enemy" faced the danger of becoming typed in future screen appearances as a gangster.

The bit which he did in support of George Arliss in "The Millionaire" conclusively proved his talent for comedy. Scenes like the one with Ma Delano, his mother, in "Sinners' Holiday" displayed the tragic depths which he can reach. In "Blonde Crazy" he plays the role of a wise-cracking bellhop with a yen for easy money — which, though a shady character, is far removed from the murderous gangster of "The Public Enemy" or the relentless aid of the gaming fool in "Smart Money." The young screen favorite wishes to portray utterly different characters.

Joan Blondell is at her roughneck best as Ann, linen girl in the hotel and partner of the bellhop, in his merry game of humbug. Others in the cast are Louis Calhern, Noel Francis, Guy Kibbee, Ray Milland, Polly Walters, Charles Levinson William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton. The story is by Kubec Glasmon and John Bright. Roy Del Ruth directed.

Guy Makes 'Em Sign On The Dotted Line In Cagney's Latest

(Current—Plant 3rd Day)

The cast of "Blonde Crazy," the Warner Bros. production co-featuring James Cagney and Joan B... now at the ... Theatre includes the plump and jovial comedian who made himself the most talked of actor on Broadway several seasons ago as the undertakers' supply salesman who offered "underground novelties" in "Torch Song."

Guy Kibbee had toured the small towns for twenty years when his big chance came, and it was followed by more offers of roles than he could possibly accept. He came to Hollywood to appear in the screen version of "Torch Song," later appearing in "Side Show" with Winnie Lightner and in "Blonde Crazy," in which he plays the part of a flashy and amorous jewelry salesman.

"Blonde Crazy" presents James Cagney as a wise-cracking bellhop with an urge for easy money—and Joan Blondell as the partner of his shady business operations, a linen girl in a big hotel. Others in the cast are Louis Calhern, Noel Francis, Ray Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival and Nat Pendleton. The clever story is by Kubec Glasmon and John Bright. Roy Del Ruth directed.

Lady Nicotine Holds No Charms For Jim The Red

(Advance Reader)

James Cagney, who is co-featured with Joan Blondell in "Blonde Crazy," the Warner Bros. picture which comes to the ..... Theatre ..... next, is known as one of the toughest guys on the screen — yet he neither smokes nor drinks. He is required by his role in "Blonde Crazy" to smoke, and his amateur way of handling a cigarette, gave away the secret to Director Del Roy. The fact is interesting as a paradox. The gangster of "The Public Enemy" who made innumerable spines chilly—is in reality just an ordinary human being with none of the marks which would entitle him to Diamond or Capone crown. In "Blonde Crazy" he departs from his usual role to play a wise-cracking bellhop who delights, for his own profit, in humbugging humbuggers.

HE'S CUR-A-A-Z-Y FOR BLONDES

Cut No. 2
Cut 30c
Mat 10c

James Cagney surrounded by the pulchritudinous Misses Joan Blondell and Noel Francis, as they appear in "Blonde Crazy" now at the.....Theatre. This story is a fast moving comedy of a couple of world-wise adventurers and it proves to moviegoers, the unquestionable merit of James Cagney as a first rate screen comedian. The film was written by Kubec Glasmon and John Bright, authors of "Smart Money."

CATCHLINES

Blondes . . . He loved them all, big and small he was "Blonde Crazy."

* * *

He was cur-a-a-z-y for Blondes.

* * *

Mrs. Cagney's red-headed wonder, Jimmie, as you like him best.

* * *

A blonde a day keeps his blues far away . . . He's "Blonde Crazy."

* * *

Blondes . . . Naturat-ly he love them.

* * *

He took up arms against the reds but put his arms around the blondes.

* * *

It was blondes to the right of him, blondes to the left of him, blondes ahead of him. Blondes! Blondes! Blondes!

* * *

A cyclone of laughs and an avalanche of blondes.

* * *

He tried to corner the blonde market.

* * *

He liked red-heads, loved brunettes and was cur-a-a-z-y for blondes.

* * *

He's a different Cagney—a tornado of wisecracking comedy — a whirlwind of crackling melodrama in high stepping — "Blonde Crazy" with Joan Blondell!

"Hello, Hun-n-e-y!"

Cut No. 5 Cut 40c Mat 10c

HE LOVES THEM!

Cut No. 17 Cut 40c Mat 10c

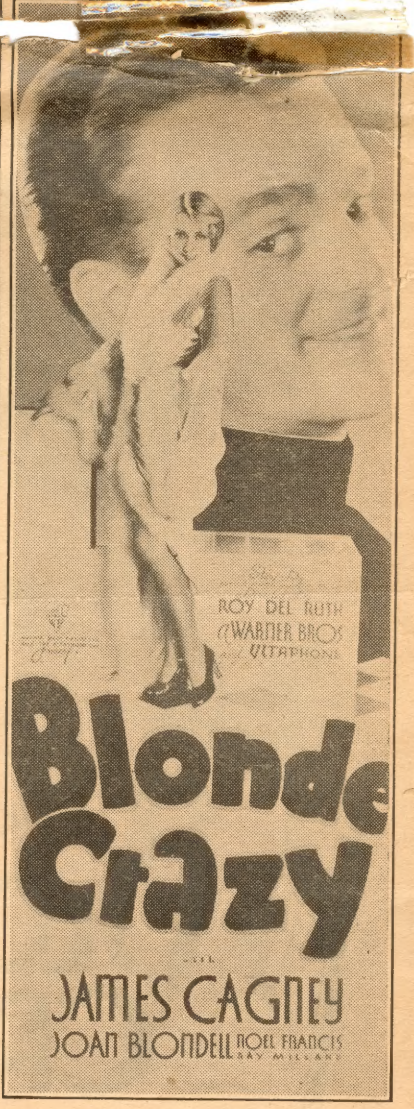
CLEVER AND PEPPY POSTERS

Color Description of 24-Sheet

A smart and snappy poster that gives an illustrated summary of the picture. The entire background is white. Title lettered purple with orange outline; names of cast in green, story and director purple. Trade-mark is red. Figure of Cagney has brown hair, blue eyes, red cap and coat. Blondell done with blonde hair, blue eyes and black hair ribbon.

WINDOW CARD

INSERT CARD



SLIDE

Warner Bros. posters are prepared by a staff of expert advertising men and the finest poster artists in the industry. Each accessory is a work of art as well as an advertising triumph. Bear this in mind when shooting your your campaign on "Blonde Crazy." Don't fail to take advantage of the sliding scale of prices, order plenty of accessories.

Prices - The MORE You Buy The LESS It Costs!

1-SHEETS

1 to 50	15c each
51 to 100	13c each
Over 100	11c each

3-SHEETS

1 to 25	40c each
Over 25	36c each

6-SHEETS

1 to 10	75c each
11 to 20	70c each
Over 20	65c each

24-SHEETS

Up to 25	$2.00 each
Over 25	1.75 each

WINDOW CARDS

1 to 50	7c each
51 to 100	6c each
Over 100	5½c each

INSERT CARDS

1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	18c each

HERALDS

1M to 5M	$3.00 per M
Over 5M	2.75 per M

PHOTOS

11 x 14 Photos (8 in set—colored)	75c a set
22 x 28 Photos (2 in set—colored)	80c a set
Stills	10c each
Ad Stills	$1 a set
Slides	15c each
Press Sheets	Gratis
Music Cues	Gratis

These prices apply to U. S. only.

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